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HARBORWALK
PHASE I SIGNAGE SYSTEM

SCOPE OF WORK

BOSTON REDEVELOPMENT AUTHORITY

February, 1989





This Scope of Work relates to the design and placement of a signage system for Harborwalk, Phase I - the proposed continuous public walkway system extending along Boston's Inner Harbor shoreline. (See Attachment A - Locus Map.)

The Consultant will provide labor, materials and equipment for undertaking all tasks outlined, except for those in Phase VI (Supervision of Production) and Phase VII (Supervision of Installation), within an approximate total budget of fifty-five thousand dollars (\$55,000) including reimbursables. One set of reproducible originals will be required for each product submitted. Additional payment for Phases VI and VII will be provided in an amendment to this contract.

The Consultant will complete all tasks, except those in phases VI and VII, within approximately six (6) months from the date of written notice to proceed. The Consultant will undertake phase VI and VII tasks as called upon by the Boston Redevelopment Authority (BRA).

The BRA reserves the right to amend this Scope of Work at any time.

PHASE I - RESEARCH and INFORMATION ANALYSIS

Tasks:

- 1) Review all existing information on and related to the Harborwalk project including: existing conditions, proposed Harborwalk plans and guidelines, history of Boston's waterfront and harbor, proposed public/private projects impacting Harborwalk, and other resource materials provided/recommended by the BRA.
- 2) Carry out all necessary site visits in the Harborwalk area.
- 3) Meet with BRA for:
 - o background briefing on project history and scope
 - o overall discussion of the signage project - goals and objectives, key points of interest on the waterfront, vehicular and pedestrian access routes, and all other aspects
- 4) Do research on local zoning and sign codes.
- 5) Compile all data and photos for design and siting decisions.
- 6) Analyze and evaluate all relevant site factors including:
 - o environmental and urban design issues
 - o development issues
 - o human scale issues
 - o historical, cultural, social components
 - o architectural context
 - o land and water uses
 - o pedestrian/vehicular circulation routes to and along Harborwalk
 - o view corridors
 - o lighting
 - o site and building materials
 - o public transportation (land and water)
 - o parking
 - o existing signage

- o regulatory issues

7) Meet with the BRA to present and discuss research findings and general approach to the study.

Products:

1) compiled research findings

> Meetings with BRA (2)

PHASE II - DRAFT MASTER PLAN

Tasks:

1) Define all aspects necessary for the formulation of overall concepts including: goals and objectives, user groups, general informational content, etc.

2) Produce three (3) concepts for the overall system including the following system components:

- o area directional maps
- o pedestrian orientation signs
- o gateway/entrance markers
- o informational signs/kiosks on available activities
- o historic markers and displays
- o vistas and observation points
- o water transportation signs
- o public conveniences (restrooms, etc.)
- o signs marking the connections to the inner neighborhoods, the Emerald Necklace, the Riverwalks, and the Harbor Islands
- o informational and directional signs/kiosks on Harborwalk for high pedestrian areas outside of the Harborwalk area (areas to be identified by the BRA).
- o regulatory/warning signs

The overall concepts should propose:

- o a hierarchy of sign types
- o interrelationships

- o rationale
 - o siting (shown on detailed maps)
 - o general information content
- 3) Meet with the BRA to present and discuss overall concepts and obtain approval to proceed with the development of the selected concept into a draft Master Plan.
 - 4) Evaluate existing signage, individual developments, and the "Blue Line Harborwalk" in order to identify potential conflicts with the proposed Harborwalk signage system and make recommendations for resolving such conflicts.
 - 5) Coordinate the design and siting of the Charlestown Navy Yard Harborwalk signage with the consultants working on the Signage Master Plan for that area.
 - 6) Establish an approach to materials, typography, color and lighting that complements the character of the Harborwalk environment and also takes into account maintenance, survivability and cost issues.
 - 7) Program general information content for each component of the system.

Products:

- 1) three concepts for the overall system
 - 2) draft Master Plan (Map(s) and Report)
- > Meetings with BRA (1)

PHASE III - SCHEMATIC DESIGN

Tasks:

- 1) Develop three (3) preliminary designs for the Harborwalk logo.
- 2) Develop three (3) schematic designs for each component of the signage system addressing:
 - o size
 - o shape
 - o color scheme
 - o lettering style

- o materials
 - o graphic layouts for text and maps
- 3) Meet with the BRA to present and discuss the three preliminary logo designs, the Draft Master Plan, and the three sign schematic designs for each component of the system. Obtain approval for the preferred logo design, the Draft Master Plan, and the preferred sign schematic designs.

Products:

- 1) three (3) preliminary designs for the Harborwalk logo
 - 2) three (3) schematic designs for each component of the signage system
- > Meetings with BRA (1)

PHASE IV - DESIGN DEVELOPMENT

Tasks:

- 1) Finalize design of logo incorporating BRA comments.
- 2) Finalize Master Plan incorporating BRA comments.
- 3) Finalize design of preferred sign schematic designs incorporating BRA comments.
- 4) Produce a handbook of sign design specifications for each component of the system including the following aspects:
 - o size
 - o shape
 - o color scheme
 - o lettering style
 - o materials
 - o graphics layout for texts and maps
 - o general message content
 - o sign location guidelines
 - o fabrication techniques
 - o mounting and installation

- o maintenance
 - o lighting
- 5) Prepare presentation boards for the logo, Master Plan and sign designs.
 - 6) Prepare Addendum to the Boston Sign Code outlining the Harborwalk signage system requirements.
 - 7) Meet with the BRA to present final logo design, Master Plan, sign designs, and Addendum to the Boston Sign Code.
 - 8) Present final logo design, Master Plan, sign designs, and Addendum to the Boston Sign Code to the Transportation Liaison Committee.
 - 9) Present final logo design, Master Plan, sign designs, and Addendum to the Boston Sign Code to the Harborpark Advisory Committee.
 - 10) Present final logo design, Master Plan, sign designs, and Addendum to the Boston Sign Code to the Boston Arts Commission.
 - 11) Present final logo design, Master Plan, sign designs, and Addendum to the Boston Sign Code to the BRA Board.
 - 12) Meet with the BRA to review all recommended changes.
 - 13) Make all final changes authorized by the BRA.

Products:

- 1) final logo design
 - 2) final Master Plan
 - 3) final designs for each component of the signage system
 - 4) handbook of sign design specifications
 - 5) presentation boards for the logo, Master Plan and sign designs
 - 6) addendum to the Boston Sign Code outlining the Harborwalk signage system requirements
- > Meetings with BRA (2)
 - > Public Presentations (4)

PHASE V - CONSTRUCTION DOCUMENTS

Tasks:

- 1) Produce construction documents for all signage components detailing:
 - o sign specifications
 - o construction methods
 - o material selections
 - o installation procedures
- 2) Prepare mechanicals for the selected (five) initial signs.
- 3) Prepare fabrication/installation cost estimates for the selected initial signs.
- 4) Prepare list of five (5) recommended manufacturers and obtain cost estimates.
- 5) Develop fabrication schedule for the selected initial signs.
- 6) Prepare a bid package for the selected initial signs.

Products:

- 1) construction documents for all signage components.
- 2) mechanicals for the selected (five) initial signs
- 3) fabrication/installation cost estimates for the selected initial signs
- 4) list of five (5) recommended manufacturers and cost estimates
- 5) fabrication schedule for selected initial signs
- 6) bid package for the selected initial signs

PHASE VI - SUPERVISION OF PRODUCTION (*)

Tasks:

- 1) Meet with the BRA-selected fabricator to review construction documents and initiate the fabrication process.
- 2) Monitor work progress of fabricator in meetings and shop inspections.

- 3) Update BRA regarding progress of work.
- 4) Review submittals by the fabricator.
- 5) Meet with the BRA to review submittals by the fabricator and obtain approval to proceed.

Products:

- 1) color proofs and material samples for all initial signs to be fabricated
- 2) initial signs fabricated
- > Meetings with BRA (1)

PHASE VII - SUPERVISION OF INSTALLATION (*)

Tasks:

- 1) Supervise installation of the work on site to insure conformance with design and installation specifications.
- 2) Verify correct installation of the sign system during site inspections.
- 3) Review completed installations and prepare a punch list of deficiencies.
- 4) Attend a review meeting on site with the project team for final inspection and close-out of project.

Products:

- 1) initial signs installed
- 2) punch list of deficiencies
- > Meetings with BRA (1 on site)

(*) additional services to be paid for separately through an amendment to the contract

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ATTACHMENT A - LOCUS MAP

HARBORWALK PHASE I - SIGNAGE SYSTEM

PRIMARY PROJECT AREA



